

necessary to isolate a contaminated unit of thought (complex memetic structure or meme molecule) and remove those parts of the thought which can be ascertained to be socially contaminated. Removal or extraction of contaminated portions of memes is a deliberate, conscious process which can be very difficult. Most contaminated thoughts which slip through our mental defenses do so because our conscious mind cannot recognize the particular contaminating element for what it is.

It should be noted, however, that social contamination is not always negative. Social contamination can serve to help, hurt, or have no affect whatsoever on an individual depending on particular sociocultural circumstances and the kind of actions created by the thought in question.

Though completely purified thought is rarely possible, it is very possible to obtain thought which has been purified to a high degree from negative contaminating sociocultural influence. The higher the percentage of free thought, the more capable an individual would be of causing willed change in his or her environment.

The Memetic Magician, like the chemist, always attempts to purify his final product. When an individual extracts a meme from, or binds a meme into, the Root Social Matrix the goal is always 100% purity from contaminating sociocultural influence, both measurable and immeasurable. Measurable contamination is fairly easy to extract, while unseen influences are much more difficult to remove from the final product.

Sociocultural purity is one of the essential goals of Memetic Magic. Though it is not realistically possible to attain 100% purity from RSM contamination, a level of purity can be achieved which is high enough to allow self-willed action, as opposed to the socially-willed action of the masses. An individual sets themselves apart from the programming and sociocultural conditioning of the masses in order that the RSM may be effectively manipulated without the incurrance of the negative influences of retro-manipulation bred from contact with sociocultural constructs.

Unfortunately, retro-manipulation is unavoidable whenever an attempt is made to manipulate the Root Social Matrix. This retro-manipulation will necessarily not be consciously noted by the individual at the time of the working, for any retro-manipulating forces will penetrate the psyche through holes in mental defenses.

Sociocultural workings should always contain potent purification measures. The individual should always be wary and overly protective against unwanted memetic programming contaminating the mind during contact with the RSM. It is the nature of the RSM to attempt to program any mind with which it comes into contact, but this programming can be consciously and willfully repelled so that only a small percentage of the retro-programming breaks through the magician's defenses.

Meme Genesis (Spontaneous and Fashioned)

Spontaneous Memetic Genesis

Spontaneous memetic genesis is the creation of new memes from the substance of the ideosphere devoid of willed intent. New memes are constantly being produced within the fluctuating matrix of the ideosphere, resulting from the recombination, transformation, evolution, addition, or subtraction of existing memes.

Spontaneous memetic genesis is the force ultimately responsible for the majority of sociocultural structures inherent in human society. Large institutions cannot grow sufficiently to attain extended size without utilizing the mechanism of spontaneous memetic genesis.

Take a fictional multinational corporation, for example. This hypothetical corporation was founded by a single man as a willed and purposeful creation through the manipulation of memes in the ideosphere to create a complex memetic structure defining the corporation's form. This ->corporation<- memetic structure was then inserted into the proper location within the Root Social Matrix. Once inserted into the RSM the corporation grew, or expanded, within the RSM in a nearly automated manner due to a mechanical process of